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Dealerscope Merchandising

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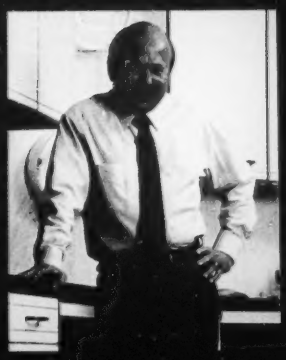
Christmas Wishbook
Add-ons & step-ups for under the tree

Brand Strategy
WCI unveils totally new marketing plans



Holiday Displays
Deck the halls, watch sales soar

Hi-Fi to Die For
Audio systems to top every gift list

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The Most Important Element in Success

Just for the record, the most important ingredient in the formula for a successful retail operation is not price. Nor is it advertising, promotion or products. All of these ingredients are important elements in success . . . they're just not the most important.

Without question the most important element in the formula for success is people. Your business revolves around your people. Salespeople, service people, managers—all are essential. A well-trained and highly motivated staff is the keystone of a successful organization.

As a forward-looking retailer, you should develop your own people plan, much as you now create your own marketing plan. Your people plan will examine the skills needed by each member of the retail team and the training required to teach those skills.

As a profit-oriented retailer, you should recognize that investment in training and motivating your employees is crucial. Your employees must be trained, and retrained.

In the consumer electronics and major appliance businesses, fortunately not all the burden for training has to fall on the shoulders of the retailer. Most manufacturers and suppliers offer superb training programs for both sales and service people.

Employees also must be motivated, for in retailing, as in any business, the carrot is infinitely more effective than the stick. There are several motivational factors, other than money, that can help you achieve higher profitability.

Try to instill a proprietorial feeling among employees about your business. Encourage them to identify with the company. Help them develop a sense of pride in quality of the goods and service you offer. Encourage your salespeople to actually act as though "the customer is always right." Make sure that your employees feel that the company's successes are their successes and its failures are their failures.

Ask yourself these questions. Does your company invest in human resources as you invest in store design, inventory, advertising or promotion? Do you have a people plan in place to train and attract the employees you will need to prosper in the years ahead?

Don't ever lose sight of the importance that people have in a successful retail business. Just imagine what it would do to your bottom line if your salespeople closed just 5 percent or 10 percent more sales. Then you'll have to agree that your people are your most important asset.

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PEOPLE ON THE MOVE

Shiro Sasaki named president of OEM copier and facsimile div., Ricoh Corp. Also, **Neil O'Callaghan** becomes group VP, customer service group.

Kenwood U.S.A. Corp. names **Bruce Tatsuta** president, succeeding **Mark Hasegawa**, who returns to corporate headquarters in Tokyo. Also, **Bill Kasuga** becomes vice-chairman.

Goldstar Electronics International names **Steve Chung** president of U.S. operations, replacing **Young J. Kim**. Also, **Joseph Klein** becomes VP, marketing; **James Sweet** becomes group product mgr. for audio and electrical appliance lines; **Bennett Norell** becomes group

Tatsuta

Kasuga

Sakasai

Brysha

prod. mgr. for video line. **Chung Ko** named asst. prod. mgr. for audio/visual systems. In sales, Goldstar names **Joseph Greco** VP, sales northeast region; J.B. Kim VP, sales western region; **J.H. Kim** becomes VP, sales. New assistant sales managers in northeast are **Lee Senese** and **K.S. Huh**.

Shunzo Sakasai named executive VP of Olympus Corp. Also, **Andre Brysha** named national sales mgr., consumer prod. group.

Yoshiyuki Maoyama named senior VP, U.S. JVC, succeeding **Josh Yoshioka**, who returns to JVC Japan magnetic prods. div. as general manager, export activities.

Robert Shiff, ex-Toshiba, joins Brother as consumer products mktg. director.

Magnavox promotes **Goerge Stephans** to L.A. sales div. distribution planning VP.

Terry Conley named senior VP, Kraco Enterprises Inc.

Sandy Somerville becomes president and **Dallas Nicholson** becomes national products mgr. of Amaray International Corp.

Infinity Systems names **Glenn Urgel** VP, sales and **Rich Baccigalupi** as VP, marketing.

Mindy Warren Pickard appointed mktg. mgr. for Key and Playhouse Video.

Gary Bankston joins Goodtimes Home Video as VP, special mkts.

Tatung Co. of America, consumer electronics div., names **David Escamilla** district mgr.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
June 1987 vs. June 1986
(In Units)

	June 1987	June 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,733,236	1,570,756	+10.3	8,768,844	8,113,441	+ 8.1
Monochrome	236,415	383,249	– 38.3	1,415,623	1,744,956	– 18.9
TOTAL TV*	**1,969,651**	**1,954,005**	**+ 0.8**	**10,184,467**	**9,858,397**	**+ 3.3**
Projection TV	18,316	17,558	+ 4.3	115,030	124,820	– 7.8
Color TV with Integral MTS** (Built-in stereo)	355,607	225,349	+57.8	1,606,765	1,245,012	+29.1
Home VCR	1,019,954	1,053,093	– 3.1	5,690,707	5,716,562	– 0.5
Camcorders***	133,532	101,764	+31.2	583,229	390,929	+49.2

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Color Television
***Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

David R. Whitwam appointed president and CEO of Whirlpool. He continues to serve as vice chairman and COO. Also, **Charles C. Miller** named to director, consumer relations.

Jenn-Air promotes **James E. Porter** to manager of production engineering.

M.Rothman & Company named Gibson appliance distributor for metropolitan New York and northern New Jersey.

Whitwam

Proctor

Maytag appoints **Richard Eno**, manager of parts warehousing; **John Ohler**, manager of inventory planning; **Don Batty**, manager of parts administration; and **Dave Priaulx**, sales administrator.

Stauffer

Hallett

John C. Proctor named northeast regional sales manager for Modern Maid.

AHAM elects **Gordon L. Stauffer** president and chief executive officer; **Frederick H. Hallett**, first vice chairman; and **Paul A. Martin**, second vice chairman.

Bruce A. Wright named corporate VP manufacturing at Welbilt.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) June, 1987

	June 1987	May 1986	Percent Change	Calendar Year to Date 1987	1986	Percent Change
ALL MAJOR APPLIANCES*	**4,797.4**	**4,092.1**	**+17.2**	**24,261.6**	**22,026.8**	**+10.1**
COOKING — TOTAL	**1,294.3**	**1,187.5**	**+ 9.0**	**7,268.1**	**7,188.3**	**+ 1.1**
Electric Ranges — Total	289.1	300.9	- 3.9	1,633.9	1,584.2	+ 3.1
Free Standing	229.1	247.2	- 7.3	1,312.5	1,299.1	+ 1.0
Built-In	60.0	53.7	+11.7	321.4	285.1	+12.7
Microwave Ovens/Ranges**	1,020.6	902.9	+13.0	5,717.5	5,694.6	+ 0.4
HOME LAUNDRY — TOTAL	**1,028.2**	**817.1**	**+25.8**	**5,256.9**	**4,651.7**	**+13.0**
Automatic Washers	602.1	493.5	+22.0	2,978.7	2,694.9	+10.5
Dryers — Total	426.1	323.6	+31.7	2,278.2	1,956.7	+16.4
Electric	330.8	254.8	+29.8	1,776.2	1,534.9	+15.7
Gas	95.3	68.8	+38.5	502.0	421.8	+19.0
KITCHEN CLEAN UP — TOTAL	**744.6**	**742.0**	**+ 0.2**	**4,359.8**	**4,044.0**	**+ 7.8**
Disposers	356.1	410.1	-13.2	2,236.9	2,098.6	+ 6.6
Dishwashers — Total	369.2	317.1	+16.4	2,011.1	1,856.0	+ 8.4
Built-In	347.3	299.0	+16.2	1,887.8	1,742.0	+ 8.4
Portable	21.9	18.1	+21.0	123.3	114.0	+ 8.2
Compactors	19.3	15.7	+22.9	111.9	89.4	+25.2
FOOD PRESERVATION — TOTAL	**956.6**	**831.1**	**+15.1**	**4,006.6**	**3,677.1**	**+ 9.0**
Refrigerators	820.7	691.5	+18.7	3,396.5	3,085.0	+10.1
Freezers — Total	136.0	139.7	- 2.6	610.1	592.0	+ 3.1
Chest	77.4	76.2	+ 1.6	341.9	321.4	+ 6.4
Upright	58.6	63.4	- 7.6	268.2	270.6	- 0.9
HOME COMFORT — TOTAL	**773.8**	**513.5**	**+50.7**	**3,370.1**	**2,465.7**	**+36.7**
Room Air Conditioners	655.7	426.9	+53.6	2,829.8	2,063.7	+37.1
Dehumidifiers	118.1	86.5	+36.5	540.4	402.1	+34.4
GAS RANGES***	**178.6**	**181.0**	**- 1.3**	**1,017.6**	**944.5**	**+ 7.7**

*Numbers do not add because of overlapping product categories.
**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
***Source: GAMA. Not included in cooking total or total shipments.